



# Exponential Digital Trends

*Jens Hjerrild Poder - 26. feb. - 2017*

# Peytz & Co

- Founded 2002
- High Growth Awarded: "The Gazelle" 5 years running
- Full service digital bureau
- Digital Communication and Marketing coupled with Complex custom IT-Solutions
- The biggest email service provider in Denmark - via Peytz Mail

- Offices in Copenhagen Aarhus, Oslo og Moldova and Bulgaria
- Approx. 110 employees

## A couple of customers

**BONNIER**  
Publications



Dansk Røde Kors



**Topdanmark**  
Forsikring • Pension



**Storebælt**  
*Sund Æ Bælt*

**DR**

**svt** 



 **Coloplast**

  
**GRUNDFOS®**

# Jens Hjerrild Poder

- Director of Innovation
- Digital Strategy & Concept development





# Core topic of today

***”Business and services are transforming. They become information-based rather than physical assets based.***

***When this happens an acceleration of development from a linear into an exponential growth will begin.”***

1. What will happen if vehicles are rented from fewer major providers rather than owned by individuals? How will it affect our business?
2. Is it possible that information based services will supplant part of transportation needs, as VR technology advances?
3. What is the possible impact of drone-based transportation?



CHANGE IS ACCELERATING

75  
years



**STANDARD  
& POOR'S  
500**

Average age of a  
company joining  
the S&P 500

25  
years



10  
years



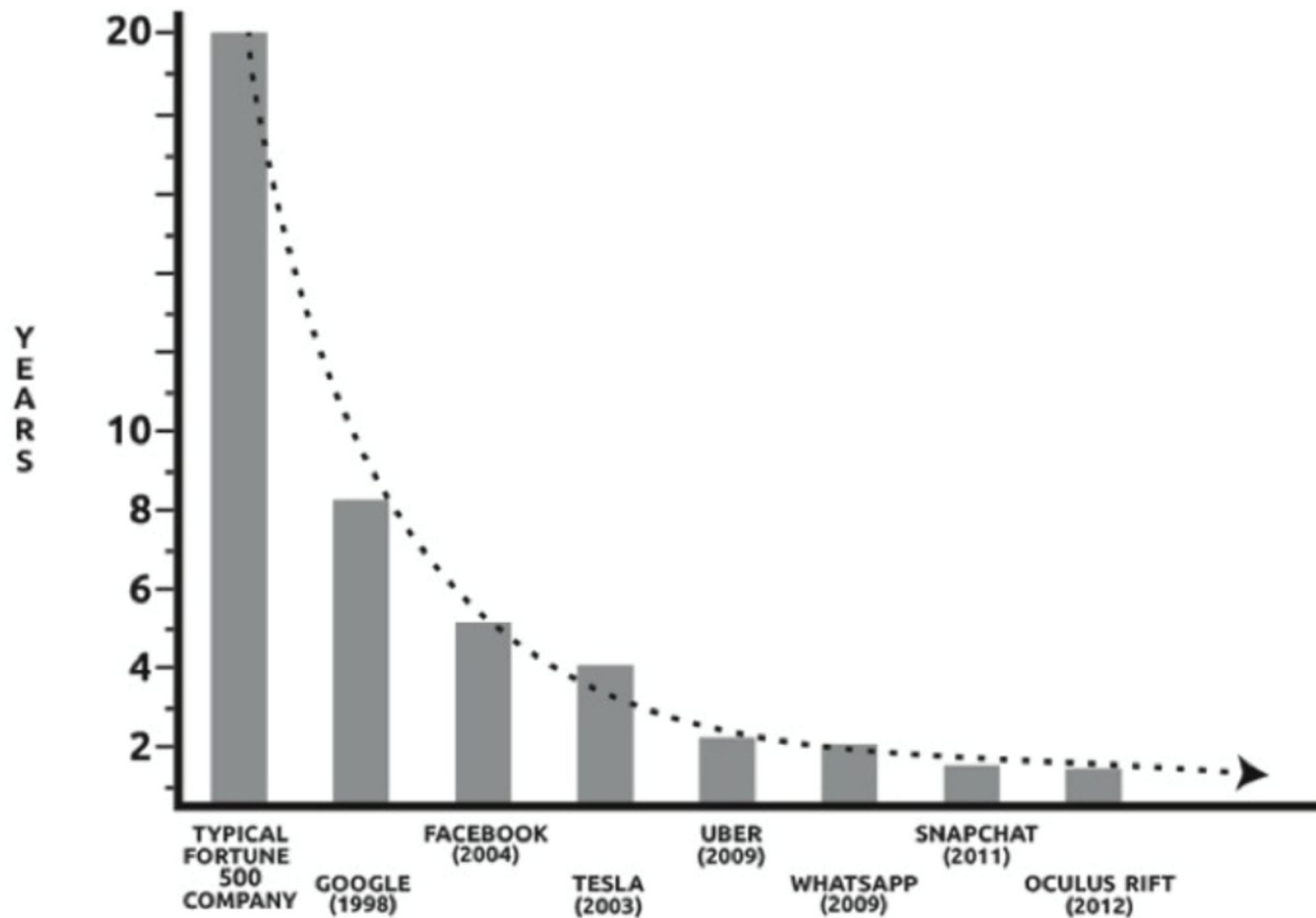
1957

2003

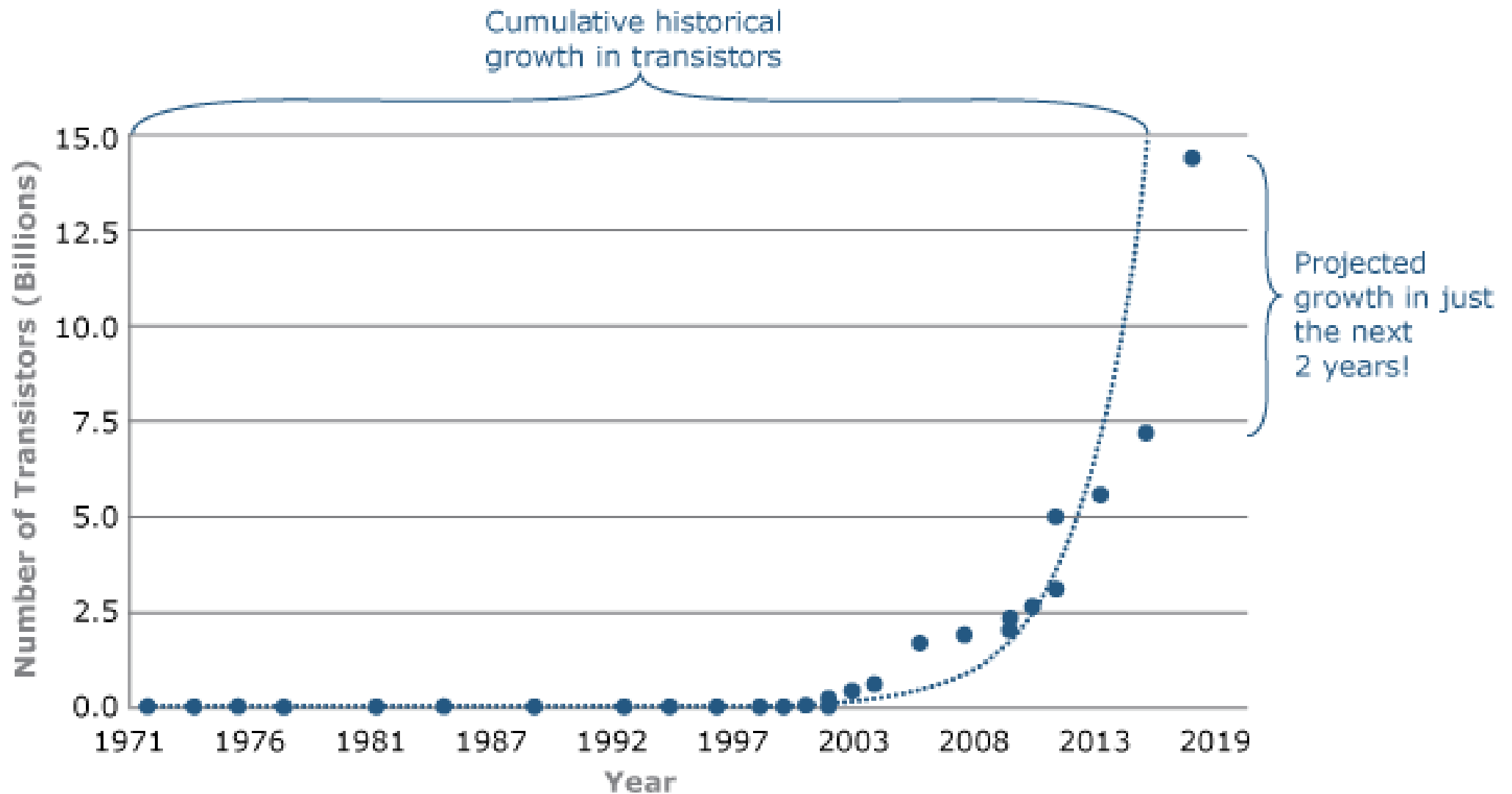
2013



# Market Cap to a Billion



As businesses become information based, the growth rates change from linear to exponential



Computational power drives Information based growth

Source: Michael Kitces



# IMPACT OF DATA





## Car Washes in Argentina

- Specifically in Buenos Aires
- Saw a 50% drop in revenues over a 10 year period from 2003-2013
- In the same period 50% improvement on weather forecasts

# Internet Of Things: Volvo Trucks

- Leveraging data to improve service business
- Trucks knows when to call and order service paid on a fixed service fee
- Trucks share information on optimal driving on difficult roads
- Volvo Trucks main area of profit growth





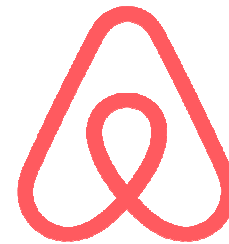
Digital => Utility before ownership

The Netflix logo consists of the word "NETFLIX" in a bold, white, sans-serif font with a slight 3D effect, set against a solid red rectangular background.

NETFLIX



U B E R

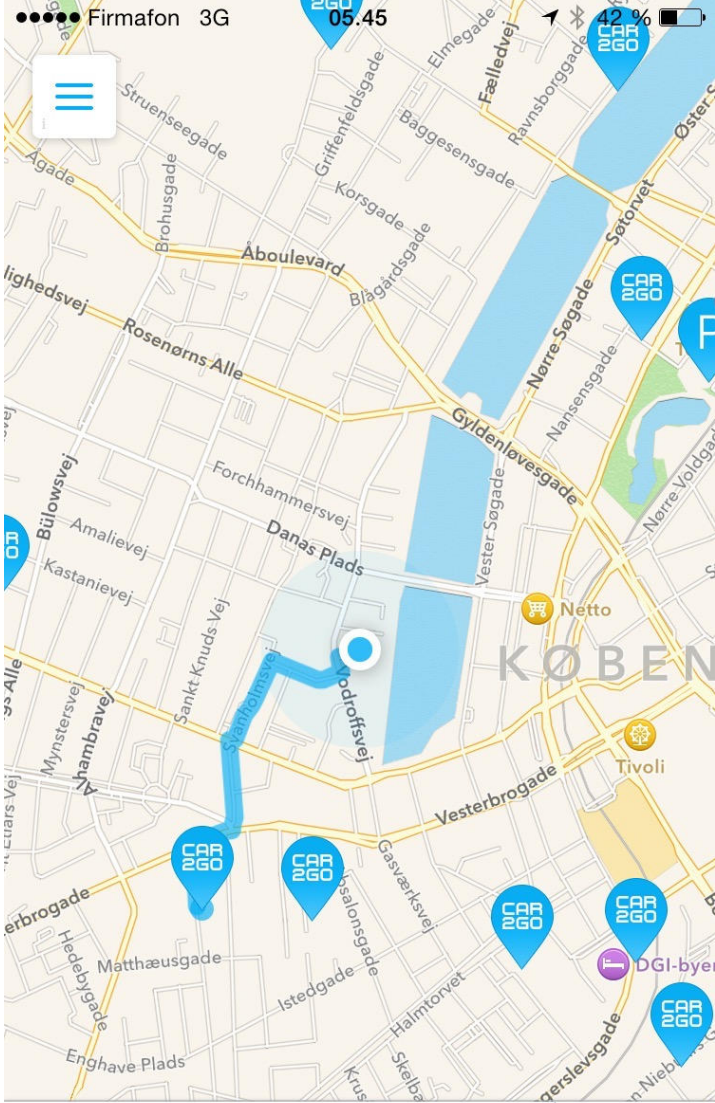


airbnb



Spotify®

# Why own a car?



AP81383  
Valdemarsgade 12, 1665 København

  
Reservér

**A**



**B**

# Self-Driving Car

- 2020-2030: whether you're an exponential or a linear thinker
- Who wants to **own** a self-driving car?
- I'll probably just beep a car on my mobile
- We will probably all be renting cars in the future







“

What happens to  
strategy when  
ownership changes  
to time-sharing

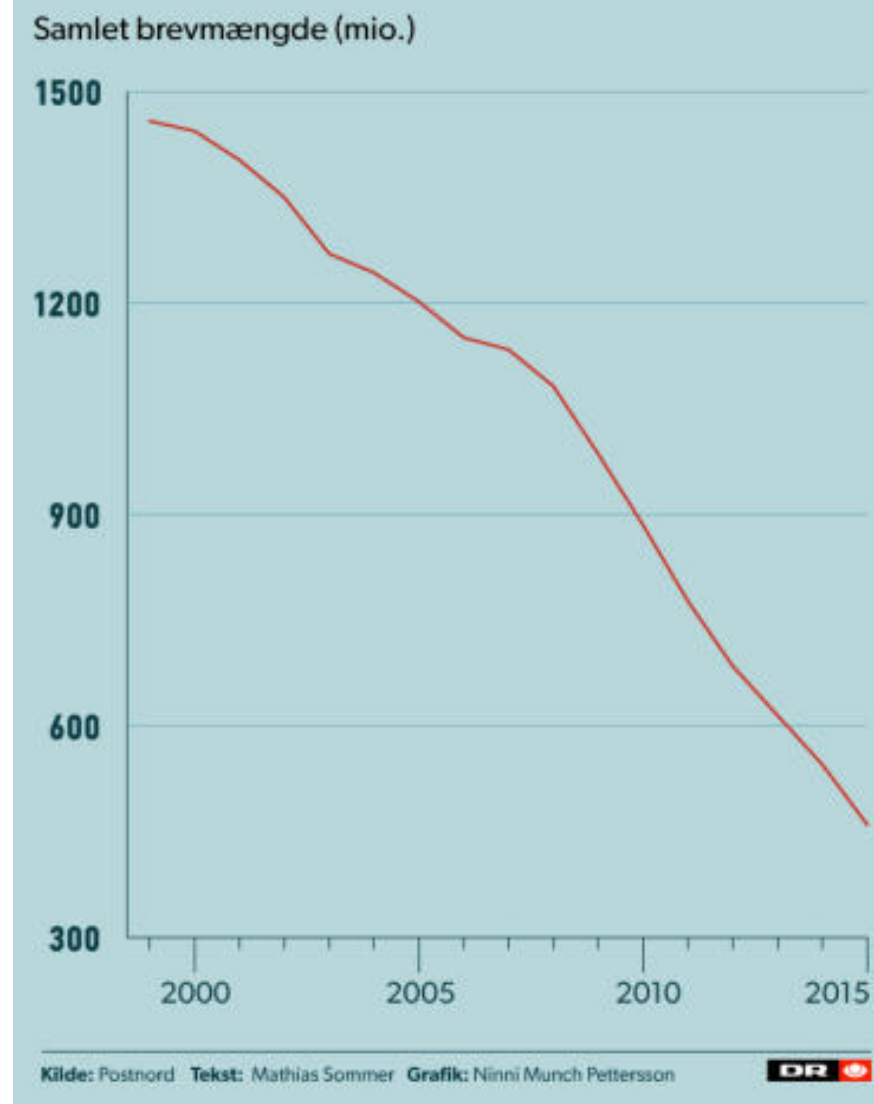
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# FROM PHYSICAL TO VIRTUAL

# PostNord number of letters

The big story in Denmark right now. In under 10 years the postal service has moved from solid profits to bleeding money



# Virtual Reality adoption is happening

- Driven by gaming
- But as technology becomes widely available it will filter into other areas as well





COULD THIS HAVE A SOCIAL IMPACT



# 3D Printing goods on premise

- Picture: Airplane part from GE
- Now it's slow and costly
  - High value
  - Customized parts





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In what areas are digital services potentially supplanting transport altogether

”



# SWARM BASED INFRA

# Traffic Data: Waze versus Navteq

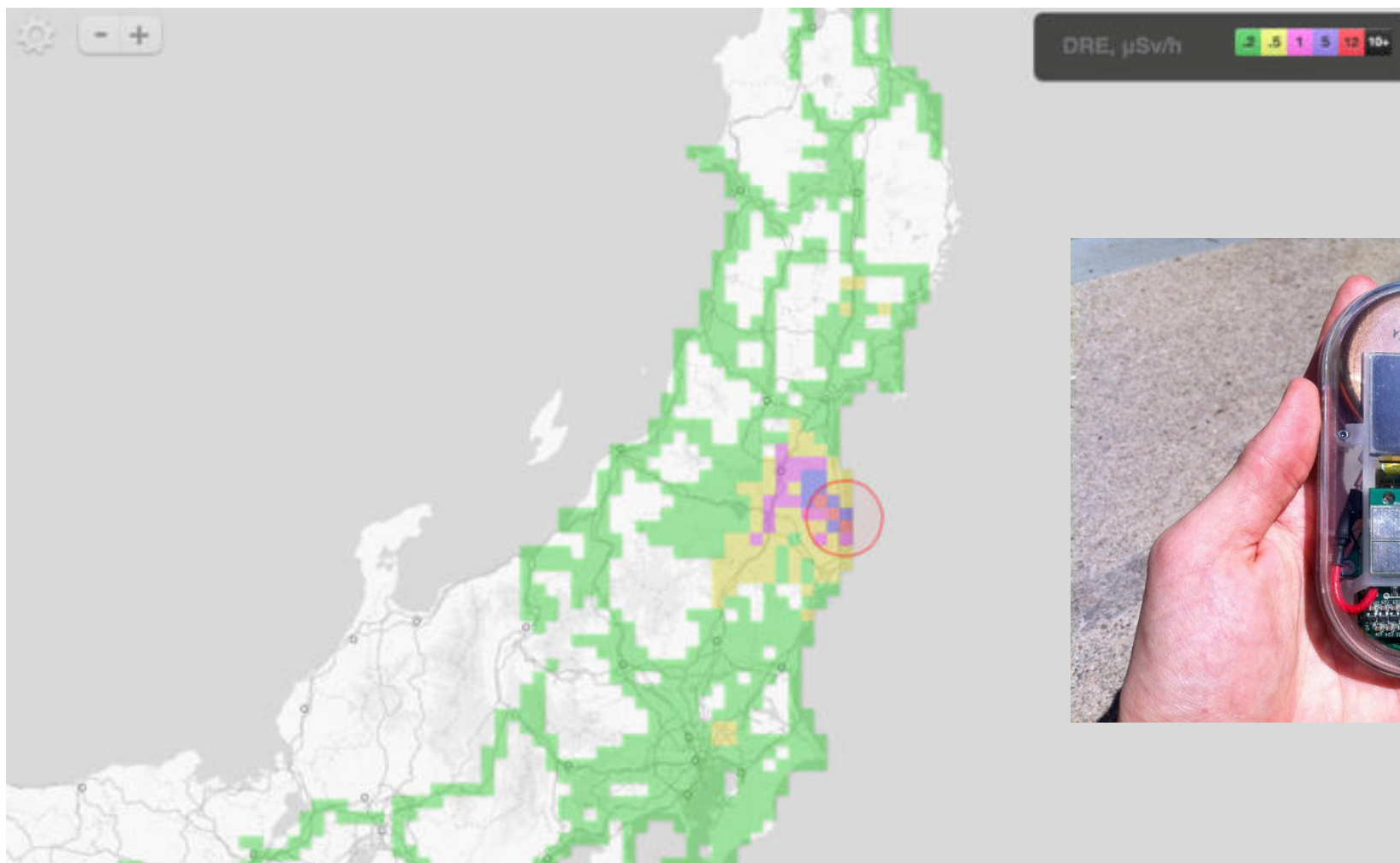
**NOKIA**

- 2006: Nokia Valuated \$140B
- 2007: iPhone
- Oct 2007: Nokia buys Navteq for \$8,1B – Asset: Maps and physical traffic sensors
- Dec 2007: Waze founded
- In the next four years Waze would crowd source 10x the amount of sensors
- June 2012: Nokia Valuated at \$8,2B
- June 2013: Google buys Waze for \$1,1B
- Apr 2014: Microsoft buys Nokia for \$7,2B

**NAVTEQ**



**10X**

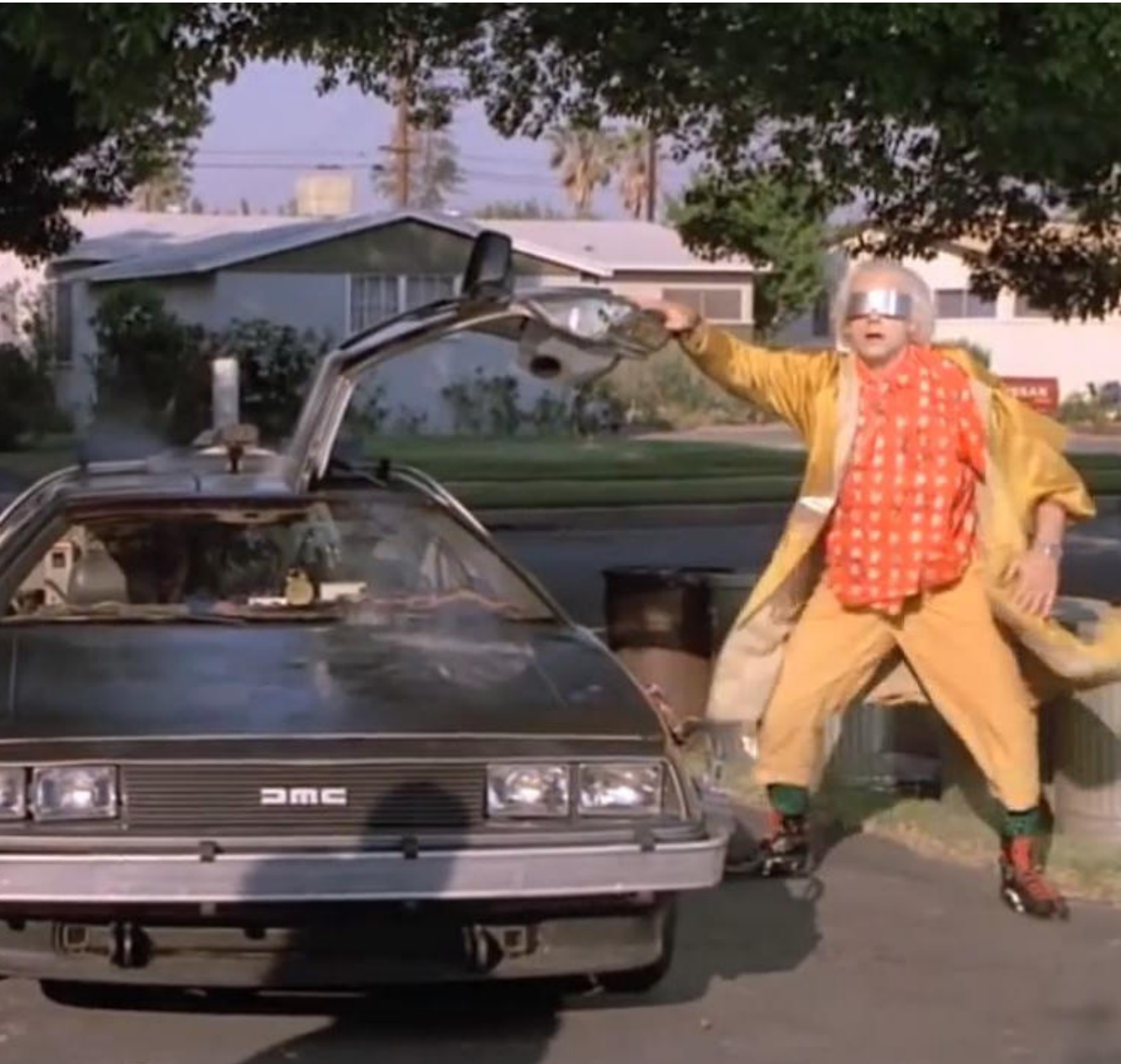


Safecast: Geiger kort over japan og kickstartet geiger tæller, Fukushima 2011

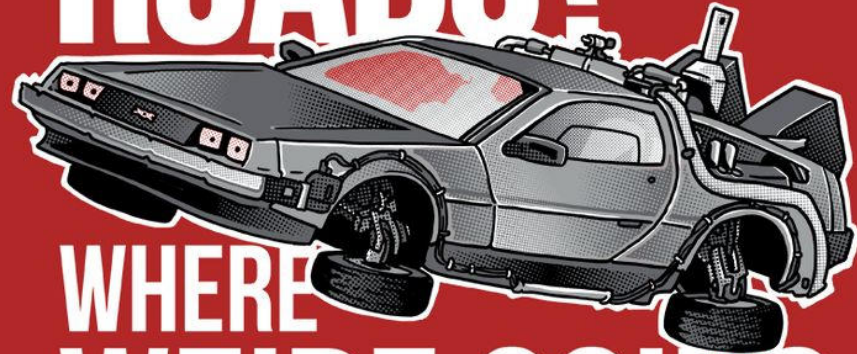


# Mobile Leap Fropped landlines in 3rd World





**ROADS?**



**WHERE  
WE'RE GOING  
WE DON'T NEED  
ROADS**



# Electrical Drones in Africa



Wingspan: 3m

Range: 50km  
Payload: 10kg


 x20  
500ml

**Total: 10 Litres**



Wingspan: 6m

Range: 100km  
Payload: 100kg

 x200

 x50

 x1.54

*In sub-Saharan Africa,  
85% of roads are  
inaccessible during the  
wet season*

# E-hang 184: scheduled for Taxi service in Dubai





“

How would you strategize looking at a drone future?

”

# Recap

***”Business and services are transforming. They become information-based rather than physical assets based.***

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THANK YOU  
VERY MUCH

Jens Hjerrild Poder  
jp@peytz.dk

peytz & co